

GIDUWA CHEROKEE NEWS

OUR PURPOSE

KEEPING KEETOOWAHS CONNECTED

The Giduwa Cherokee News is the only official newspaper publication of the United Keetoowah Band of Cherokee Indians in Oklahoma. It exists in both print and digital formats. Among its many purposes is to inform Keetoowahs of happenings within their tribal government, highlight cultural stories and issues, celebrate the personal accomplishments of our members and connect our communities.

OUR REACH

Our publication prints on a monthly production cycle and is mailed out free to more than 2,500 Keetoowah homes.

We also own several newsstands placed strategically throughout our properties that offer visitors a newspaper free of charge. These locations include UKB Federal Programs, UKB Education, UKB Title VI Elder Center, the UKB Judicial Center, John Hair Cultural Center and Museum, Echota Behavioral Health, Echota Village and RV Park, the Keetoowah General Store and the Henry Lee Doublehead Childcare and Development Center.

A digital PDF version of the Giduwa Cherokee News is also shared each month to the United Keetoowah Band of Cherokee Indians Facebook page, which currently has over 12,000 likes and a monthly post reach of over 37,000.

Print subscriptions for non-members are \$12/year.



GIDUWA CHEROKEE NEWS

ADVERTISING

WORK WITH EXPERIENCED STAFF

It's an exciting time at the Giduwa Cherokee News and the perfect time to become an advertiser. In addition to refreshing our newspaper with a new redesign and updating our newspaper racks, our staff is growing!

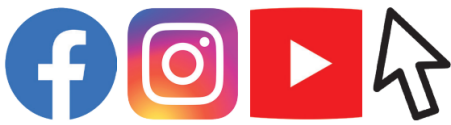
Our dedicated Advertising Sales Specialist Bronwyn Duncan has more than a decade of experience in the business. She will provide personalized, thoughtful service to help you place advertisements in our publication. When you succeed, so do we!

Provide us with your publication-ready advertisement or let us assist you with our new in-house advertising design service! Our Graphics Designer Travis Snell has more than two decades of design experience and has won multiple awards in Indian Country for his work.

We also offer special advertising rates, including 10 percent off for Keetoowah-owned businesses, Keetoowah members, first-time advertisers and UKB Tribal Departments. Please note discounts do not combine, if applicable.

Read on for rates!





LOOK FOR US ON SOCIAL MEDIA
AND AT WWW.UKB-NSN.GOV.



GIDUWA CHEROKEE NEWS

YSG GWY AWP Official News Publication of the United Keetoowah Band of Cherokee Indians in Oklahoma May 2022

ADVERTISING POLICY

Advertising Standards

The Giduwa Cherokee News has set high standards of integrity, honesty and accuracy in its advertising policy. We reserve the right to refuse publishing any advertisement deemed inappropriate for our audience. These types of advertisements include, but are not limited to, any advertisement that encourages illegal activity or the purchase of illegal goods, adult content, racist, sexist or homophobic content or any advertisement that makes misleading or slanderous claims.

Payments and Invoicing

All advertising totaling less than \$450 will be required to prepay the full amount upon signing the GCN Advertising Agreement. Contracts totaling \$451 or more have the option to pay in full upon signing.

Those that elect to be invoiced monthly for the total cost shall be required to pay a deposit for the first and last insertion of the agreement. All invoices are due by the 15th of each month. Failure to pay may result in an agreement cancellation or the account may be sent to collections. Any business with past due amounts that settles their account may be required to prepay for any future advertising.

Advertising Graphics and In-House Deadlines

Advertisers wanting to submit publication-ready artwork shall be required to do so by the 15th of each month by 5 p.m. for publication in the following month's newspaper.

Advertisers who commission the Giduwa Cherokee News for design services must pay a 10 percent fee of the advertisement's base price. Advertisers will be required to submit all appropriate information including text, artwork, graphics and logos by the 15th of each month at 5 p.m. Failure to do so may delay the advertising process.

The designer will submit a proof for approval within 2 business days. The advertiser will have 3 business days from proof submission to request changes and provide final approval.

Front Page, Guaranteed Placement Renewal Deadlines

Front page and guaranteed placement advertising will require a contract renewal prior to the next publishing date to reserve the space. This renewal must be submitted no later than the 15th of every month. If the advertiser does not renew the contract by the stated deadline, the space will become open to new advertisers.

Political Advertising

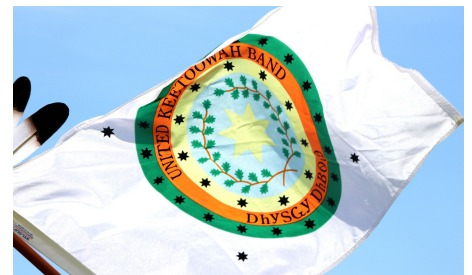
The Giduwa Cherokee News offers political advertising to individual candidates, organizations and committees that are lobbying for referendum items on voting ballots.

Any advertisement involving a political figure, party, campaign, or a ballot issue, regardless of election time, is considered political.

All political advertisements must meet the same standard requirements. The ad must include the following identifying information of the purchaser: The name of the individual(s), entity or organization paying for the ad and language indicating that the advertisement was ordered and paid for by that individual, entity, or organization.

Payments will be accepted from the individual candidate or their campaign fund. Third party payments may be accepted with language that indicates approval by the candidate. No discounts will be offered for political advertisements.

All political advertisements are subject to the base rate pricing and must be prepaid, no exceptions. Front page and guaranteed advertising placement for political ads are first come, first serve.

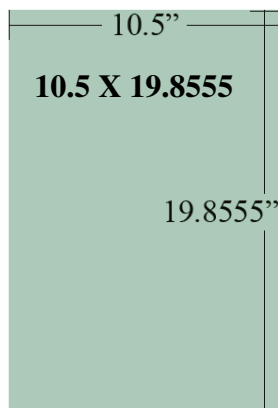




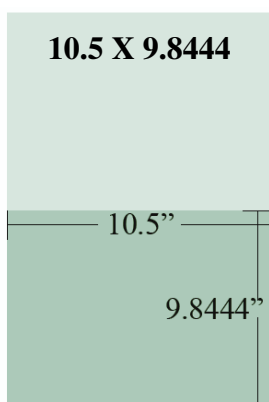
ADVERTISING SIZES & RATES

Design fee for in-house designer is 10 percent of advertisement base price.
Guaranteed placement is available for \$100 fee.

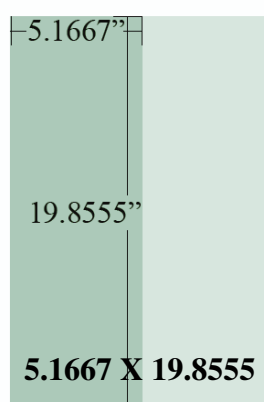
FULL



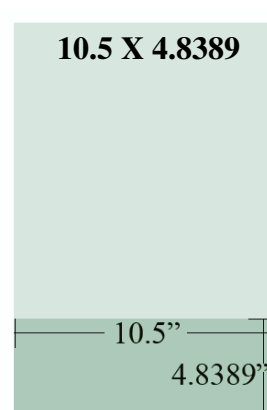
1/2 HORIZONTAL



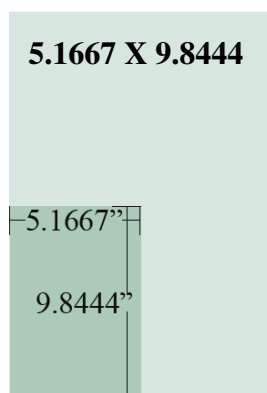
1/2 VERTICAL



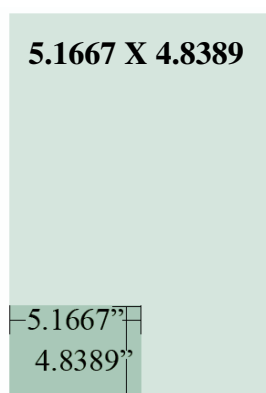
1/4 HORIZONTAL



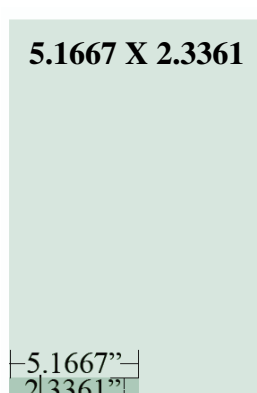
1/4 VERTICAL



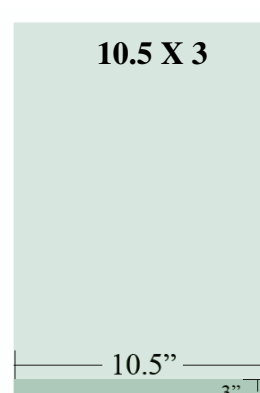
1/8 PAGE



1/16 PAGE



FRONT PAGE



| <u>AD SIZE</u> | <u>BASE COST</u> | <u>2-6 INSERTIONS</u> | <u>7-12 INSERTIONS</u> | <u>COLOR FEE PER AD</u> |
|---------------------------------------|------------------|-----------------------|------------------------|-------------------------|
| FULL | \$850 | \$725 | \$650 | \$125 |
| 1/2 HORIZONTAL OR VERTICAL | \$480 | \$420 | \$360 | \$100 |
| 1/4 VERTICAL OR HORIZONTAL | \$240 | \$210 | \$180 | \$75 |
| 1/8 PAGE | \$120 | \$105 | \$90 | \$50 |
| 1/16 PAGE | \$60 | \$52 | \$45 | \$25 |
| FRONT | \$400 | \$350 | \$300 | FREE |



GIDUWA CHEROKEE NEWS ADVERTISING AGREEMENT

Business Name: _____
Representative: _____
Billing Address: _____
City: _____ State: _____ Zip: _____
Phone: _____
Email: _____

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Ad Size:

☐ Full

☐ 1/2 Horizontal

☐ 1/2 Vertical

☐ 1/4 Horizontal

☐ 1/4 Vertical

☐ 1/8 Page

☐ 1/16 Page

☐ Front

Months:

☐ Jan.

☐ Feb.

☐ March

☐ April

☐ May

☐ June

☐ July

☐ Aug.

☐ Sept.

☐ Oct.

☐ Nov.

☐ Dec.

Frequency:

☐ 1 ☐ 7

☐ 2 ☐ 8

☐ 3 ☐ 9

☐ 4 ☐ 10

☐ 5 ☐ 11

☐ 6 ☐ 12

Color:

☐ Color

☐ B&W

Design:

☐ No Design Needed

☐ In-House Design
Requested

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COLOR CHARGE PER AD: _____

1 AD PLACEMENT COST: _____

2-6 AD PLACEMENTS COST: _____ **PER AD**

7-12 AD PLACEMENTS COST: _____ **PER AD**

TOTAL PURCHASE COST: \$ _____ **TOTAL DUE AT SIGNING: \$** _____

REMAINING BALANCE DUE (IF APPLICABLE): \$ _____

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This agreement is a binding contract promoting a monetary exchange in return for advertising space in the Giduwa Cherokee News. The signing of this contract indicates the individual, or agency representative, has fully read and understands the advertising agreement, policies, payment terms and conditions as outlined in our Advertising Policy.

SIGNATURE: _____

REPRESENTATIVE

DATE

SIGNATURE: _____

ADVERTISING SALES SPECIALIST

DATE